

Summer Task: Global Destination Deep Dive – The Future of Tourism in (Choose your Destination!)

Unit: 2 - Global Destinations **Qualification:** Travel & Tourism **Year Level:** Year 12 **Due Date:** First week back in September

Introduction:

This summer task is designed to deepen your understanding of global destinations, their unique characteristics, and the factors that influence their success and sustainability. You will choose a specific global destination and conduct in-depth research into its tourism offer, current challenges, and future prospects. This will directly support your learning for Unit 2

Task Objective:

To critically analyse a chosen global destination, evaluating its current tourism appeal and developing a forward-looking report on its future challenges and opportunities within the global tourism landscape.

Task Breakdown:

Part 1: Destination Selection & Initial Research (Choose ONE from the following regions, then select a specific destination within it):

- **Asia:** e.g., Kyoto (Japan), Bali (Indonesia), Bangkok (Thailand), Siem Reap (Cambodia)
- **Americas:** e.g., Vancouver (Canada), Rio de Janeiro (Brazil), New Orleans (USA), Cusco (Peru)
- **Africa:** e.g., Cape Town (South Africa), Marrakech (Morocco), Zanzibar (Tanzania), Victoria Falls (Zimbabwe/Zambia)
- **Oceania:** e.g., Sydney (Australia), Queenstown (New Zealand), Fiji, Bora Bora (French Polynesia)
- **Europe (outside of the UK):** e.g., Reykjavik (Iceland), Rome (Italy), Barcelona (Spain), Prague (Czech Republic)

Once you have chosen your specific destination (e.g., "Kyoto, Japan"), begin your initial research to understand:

- **Geographical Location:** Where is it in the world? What are its key physical features?
- **Key Tourist Attractions:** What are the "must-see" places and experiences?
- **Main Tourist Market:** Who are the primary visitors (e.g., families, backpackers, luxury travellers, cultural tourists)?
- **Accommodation Types:** What range of accommodation is available (e.g., budget, mid-range, luxury, unique stays)?
- **Transport Links:** How do tourists typically arrive and get around within the destination?
- **Cultural Significance:** What makes this destination culturally unique and appealing to tourists?
- **Recent Tourism Trends:** Has its popularity changed recently? Why?

Part 2: In-Depth Analysis – The Future of Tourism in Your Chosen Destination

Now, delve deeper into the **challenges and opportunities** facing your chosen destination from a tourism perspective. Your research should focus on the next 5-10 years. Consider the following areas:

1. Impact of Global Trends:

- **Sustainability:** How is the destination addressing environmental concerns (e.g., waste management, conservation, carbon footprint)? Are there any initiatives for responsible tourism?
- **Technology:** How is technology being used (or could be used) to enhance the visitor experience, manage tourism, or market the destination? (e.g., AI, VR, smart apps).
- **Health and Safety:** How has the destination adapted to global health concerns (e.g., post-pandemic measures)? What safety measures are in place?
- **Economic Shifts:** How might global economic changes (e.g., recessions, rising living costs) affect tourism to this destination?

2. Specific Challenges & Opportunities:

- **Overtourism/Undertourism:** Is the destination struggling with too many tourists, or could it benefit from more? What strategies are in place (or needed) to manage visitor numbers?
- **Infrastructure Development:** Are there plans for new airports, roads, hotels, or attractions? How will these impact tourism?
- **Diversification of Tourism Product:** Is the destination trying to attract new types of tourists or offer new experiences beyond its traditional appeal?
- **Crisis Management:** How well equipped is the destination to handle unforeseen crises (e.g., natural disasters, political instability)?
- **Community Involvement:** How are local communities involved in and benefiting from tourism? Are there any negative impacts on local residents?

Submission Format:

You should present your findings in a **report format**

Research Tips:

- **Official Tourism Websites:** These are excellent starting points.
- **News Articles & Travel Blogs:** Look for recent articles on tourism trends and developments in your chosen destination.
- **Academic Journals/Reports:** If you can access them, these provide more in-depth analysis.
- **Documentaries/Travel Shows:** Can offer visual insights and context.
- **Social Media:** Explore how the destination is promoted and what tourists are saying.
- **Pew Research Center, World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC):** These organisations provide global tourism data and reports.

Assessment Criteria (How you will be assessed):

While this is a summer task, completing it thoroughly will help you with:

- **P3: Investigate** the appeal of a global destination to a diverse range of tourists.
- **M2: Analyse** the factors that contribute to the success of a global destination.
- **D1: Evaluate** the potential for growth and sustainability in a global destination.

Enjoy your research and have a productive summer!